

Detroit Zoological Society Focuses on Animal Enrichment for 2024 Giving Zoo Day Campaign

Zoo donations will provide enrichment items to animals, including new sloth bear

ROYAL OAK, Mich. — The Detroit Zoological Society (DZS) will launch its annual Giving Zoo Day fundraising campaign on Tuesday, Dec. 3. This year, donations will go towards purchasing specialized enrichment items, enhancing the well-being of the animals who call the Zoo home. This year's campaign will include a focus on Jagger, a 3-year-old sloth bear who recently arrived at the Zoo.

"You can play an integral role in the care and well-being of the more than 2,000 animals who call the Zoo home," said Dr. Grace Fuller, director of animal welfare at the DZS. "Giving Zoo Day is a critical fundraising effort and allows us to ensure animals have what they need to thrive. Donors to the campaign also help the Zoo provide unique educational experiences for the community."

Enrichment items help animals explore their environments, stimulate their senses and utilize their natural abilities, leading to improved physical and mental well-being. For example, the penguins enjoy playing with bubbles from a bubble machine, while other animals use puzzle feeders to engage in natural foraging behaviors. For Jagger, the funds raised will go toward the purchase of items like a wobble chair, food ball, tube feeder and more.

Thanks to a generous matching pledge from the Jeffrey Farber Family Foundation, each contribution will be matched dollar-for-dollar up to \$5,000.

To donate, visit detroitzoo.org/givingtuesday, where individuals, families and organizations can contribute to the Detroit Zoo and its animal enrichment programs.

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